

WIDEX ALLURE™ AI RIC WITH CLARITY BOOST SUPERIOR SPEECH UNDERSTANDING. LESS EFFORT. A BETTER LISTENING EXPERIENCE.

Widex Allure AI RIC introduces on-demand AI-based denoising in its Clarity Boost program, using a deep neural network trained to preserve the sound quality and naturalness central to the Widex philosophy of natural sound. In a comparative study with 30 experienced hearing-aid users, Clarity Boost delivered significantly better speech understanding than the Universal program and two other manufacturers with AI-based denoising. It also provided a significantly better listening experience than the other manufacturers. By combining advanced AI-driven denoising with natural sound, Widex Allure AI RIC with Clarity Boost helps users hear speech more clearly and with less effort in noisy environments, while preserving the natural listening experience that defines Widex hearing aids.

Key findings

Widex Allure AI RIC with Clarity Boost:

- Delivered up to 20% better speech understanding with 13% less effort than other manufacturers with AI-based denoising.
- Led to an improved listening experience of up to 30% across two realistic sound scenes.
- Was preferred by 5× more users than the closest competing manufacturer.

Methods

- 30 adult listeners with mild to moderately severe² sensorineural hearing loss participated in the study.
- Participants were fitted bilaterally with four pairs of² hearing aids: two pairs of Widex Allure AI RIC (one in² the Clarity Boost program; one in the Universal² program) and two pairs from two other² manufacturers offering AI-based denoising.
- PART 1: Speech understanding was evaluated in a² simulated conversation with two alternating talkers² from the front (0°) and right side (+90°) in a realistic² food court scene. Participants were tested at their² individual SRT50 + 2 dB SNR. After each condition,² participants rated the listening effort to perform the² task.
- PART 2: Participants rated their listening experience² with the four pairs of hearing aids in two realistic² sound scenes on five listening dimensions (sound quality, naturalness, comfort, awareness of² surroundings, overall satisfaction).

Results - PART 1

- Speech understanding was significantly better with² Clarity Boost than with the Universal program (advantage of 6 percentage points), and the other² two manufacturers (advantage of 11 percentage points vs. M-A and 20 percentage points vs. M-B).
- Speech understanding with the Universal program² was also significantly better than with the two other² manufacturers.
- Clarity Boost was rated as 13% less effortful than M-B.

Results - PART 2:

- Widex Allure AI RIC (both in the Clarity Boost and Universal programs) received significantly higher ratings across the² five listening dimensions than the other manufacturers.
- The listening experience with Clarity Boost was rated up to² 30% better, on average, across the two scenes (Scene 1: up to 32% better; Scene 2: up to 29% better).
- Clarity Boost was preferred by five times as many participants as M-A and ten times as many as M-B.

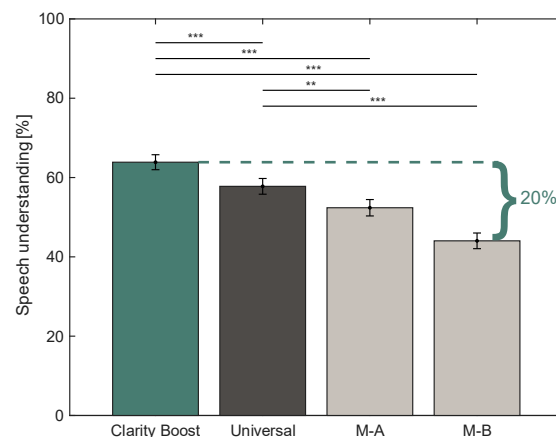


Figure 1: Mean speech understanding (% of correctly repeated words) for each hearing-aid condition (Widex Allure In Clarity Boost and Universal programs; two competing manufacturers M-A and M-B).

Clinical implications

Clarity Boost improves speech understanding in a conversation while delivering a significantly better listening experience than two other manufacturers with AI-based denoising.